In	the	United	states	Patent	and	Trademark	. Office
Serial	No.:	10/808,	810	Dock	et No.:	172	231-004US1
Filed:		March 2	5, 2004	Conf.	No.: 7	'588 Art l	Jnit: 3626
Applic	cant(s)	: Howard		Exam			r, Rachel L.
For:						User Selected	
			_		Service	s Panel Custom	ized Based
		on a Use	r's Selections				

Mailstop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE

Sir:

Further to the Non-Final Office Action dated October 16, 2009 (hereinafter "Office Action"), and in view of the following amendments and/or remarks, Howard Wizig and/or Attorney(s) for applicant(s) (hereinafter "Applicant") request entry thereof and reconsideration of the above-referenced application.

Amendments to the Claims are reflected in the listing of claims begin on page 2.

Remarks begin on page 10 of this paper.